

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution DATE: 12/3/91

FROM: Tom Worcester *Tom*

SUBJECT: 2nd Quarter Planning Needs

Element memos for periods 3 and 4 are due no later than Monday, 12/9. Please make sure to include the following to avoid unnecessary delays.

- UPC Codes on incentive packaging for both kings and 100's
- UPC codes for shipper displays (if applicable)
- Dimensions for:
 - all displays
 - all shippers
 - all packaged incentives
- Packing factors and shipping cubes dimensions for:
 - shipper displays (l x w x h) (weight)
 - incentive items (l x w x h) (weight)
- Promo codes for both the promotion and distribution assembly

In addition, all promotions must be allocated by the new Regions and Sections.

Attached is an analysis that converts stores from the old to the new geos by Region, Section, and Markets.

If you have any questions, do not hesitate to ask.

cc: A. Aliksanyan	M. Mahan
A. Antonoff	B. Mikulay
D. Ball	B. Mora
C. Cohen	N. Parmet
R. Ferrin	C. Shore
T. Garguilo	R. Simons
A. Goldfarb	A. Sinha
J. Greene	W. Smith
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